

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 24, 1998

RJR Account #180000
R. Rinde
ELMIRA DISTRIBUTING

MAY: WINSTON .70¢ OFF 2-PACKS / TEAR TAPE PROMOTION #800266

Dear Rich:

WINSTON .70¢ OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as **30** SKUs of preassembled Counter Displays (Item #541085) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>Promoted</u> <u>Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
2	Winston FF Box	12300-25252
2	Winston Light Box	12300-25253

PO #041398

Product / Premium Arrival:

April 13, 1998

Ship Date to Retail:

Week of: April 27, 1998

Displays (Item #541085)

SKU CUBE: 1.7500

SKU WT (w/o Product): 3.7500 lbs

Retail Sales Offer per Sku: 20 units

Billing per Sku: 4 Full Price Cartons

EFT \$ Amount: **\$1,124.00**

51845 8176

-2-

MAY .70¢ 2-Pack Tear Tape
ELMIRA DISTRIBUTING

Promotion Description:

Utilize 40-Pack Shipper Display. Place 2 packs in each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units; 2 cartons each: *Winston FF Box and Winston Light Box.*

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
SEE ENCLOSED WHOLESALE PACKING INSTRUCTIONS**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$56.00 (2 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: 162605

L. E. MacWilliams

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

W70C-MAY.DOC

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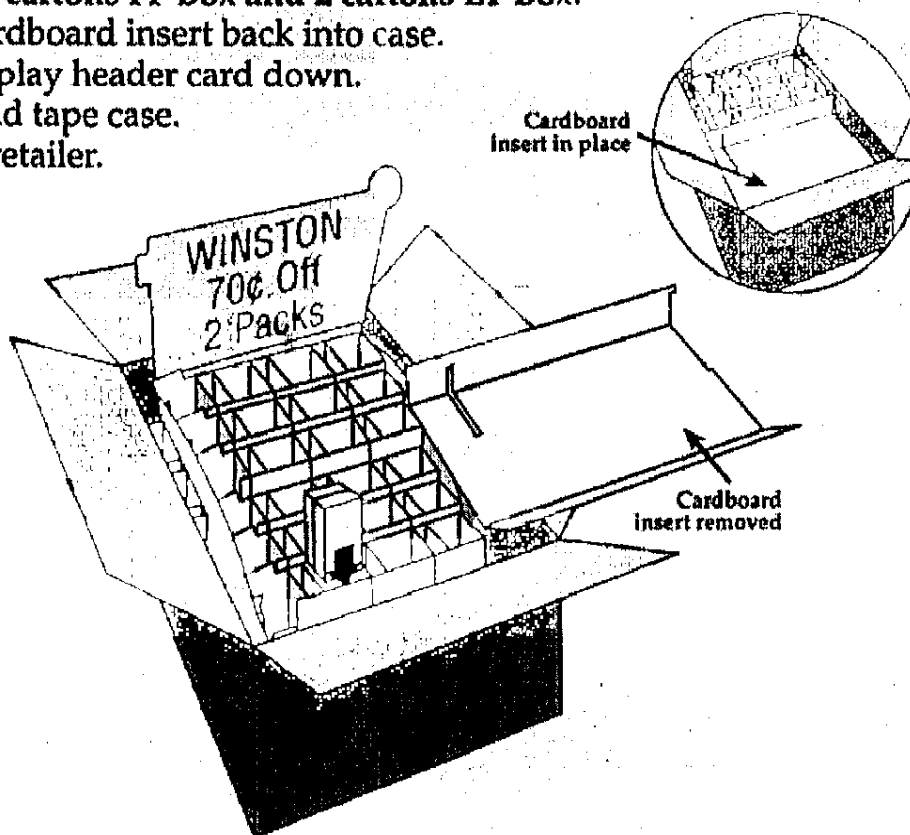
WHOLESALE PACKING INSTRUCTIONS**VALUE ADDED PROMOTIONS 2ND QTR.'98**

May WINSTON .70/2 PK

(70 cents off 2 packs)

STEPS

1. Open WINSTON .70/2 PK shipping case. Remove cardboard insert.
2. Place 2 packs of Winston "Special Offer" Tear Tape product (same brand style) in each sleeve. Promotional product is in white cartons, utilize 2 cartons FF Box and 2 cartons LT Box.
3. Place cardboard insert back into case.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item: # 541085 WINSTON May .70/2 PK Display Kit
Promotion Reporting Description: WIN May .70/2 PK

Brand Style						
Number of Cartons						

51845 8178

WHOLESALER : 180000 ELMIRA TOBACCO CO., INC. <DIRECT>
 TEMPLATE : 800266 80500 WIN MAY .70/2 NO
 TEMPLATE SEQ : 0905
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162602	162225	430853	RETSOF SHUR SAVE	2727 GENESEE ST.	RETSOF	NY	14539	1				(716)243-2426
162605	162228	192094	C & S MOBIL MART/F	3301 CHAMBERS RD	HORSEHEADS	NY	14845	1				(607)796-9208
162605	162228	752764	J&L DAIRY	455 ITHACA ROAD	HORSEHEADS	NY	14845	1				(607)739-2731
162605	162228	762547	CAESARS	2077 LAKE RD	ELMIRA HEIGHTS	NY	14903	1				(607)734-2419
162605	162624	715512	STOP 21 II	539 N MAIN ST	CANANDAIGUA	NY	14424	1				(716)394-4490
162605	162228	731970	QUALITY BEVERAGE	1137 MAPLE AVE	ELMIRA	NY	14904	1				(607)734-2379
162605		545960	QUICK STOP BEV & GR	1331 COLLEGE AVE	ELMIRA	NY	14901	1				(607)734-0875
162605		586474	POINT BEVERAGE	804 LAKE ST	ELMIRA	NY	14901	1				(607)737-6338
162605	162232	429128	BEV'S VARIETY	91-93 MAIN ST	PHELPS	NY	14532	1				(315)548-5046
162605	162228	764246	A-PLUS MINIT #60065	625 PENNSYLVANIA	ELMIRA	NY	14904	1		0362-0102	046292	(607)732-1275
162605	162228	763454	JEFF'S MOBIL	2161 GRAND CENTRA	HORSEHEADS	NY	14845	1				(607)739-1948
162605		763557	LINDA'S CITGO	ROUTE 14	MONTOUR FALLS	NY	14865	1				(607)535-4165
162605	162228	737481	SUE'S PINE VALLEY B	RT 14 BOX 55	PINE VALLEY	NY	14872	1				(607)739-5401
162605	162225	752652	ODESSA COUNTRY STOR	4884 MAIN STREET	ODESSA	NY	14869	1				(607)594-3846
162605	162228	651484	JEFF'S MOBIL	639 W. CHURCH ST.	ELMIRA	NY	14905	1				(607)732-4522
162605	162228	708676	CAESAR'S SOUTHTOWN	SOUTHTOWN PLAZA-C	ELMIRA	NY	14904	1				(607)734-4296
162605	162225	595846	POPPERS	110 VICTORY HWY	PAINTED POST	NY	14870	1				(607)936-0266
162605	162624	647713	STOP 21	RT. 21 & ARMINGTO	PALMYRA	NY	14522	1				(315)597-6300
162605	162225	764298	MAPHIS EGGLAND	CATHERINE RD	ODESSA	NY	14869	1	NYS			(607)594-3688
162605	162225	269783	CFM #33-094/F	3 BEARTOWN RD	PAINTED POST	NY	14870	1	NYS	0990-0000		(607)962-7675
162605	162225	764282	RT #414 RED & WHITE	1596 STATE ROUTE	WATKINS GLEN	NY	14891	1	NYS			(607)535-7515
162605	162225	239960	POST CREEK BUSY MAR	ROUTE 414	BEAVER DAMS	NY	14812	1	NYS			(607)936-4552
162605	162228	269467	LEWIS BROS	703 WESTLAKE ST	HORSEHEADS	NY	14845	1	NYS			(607)739-8958
162606	162225	518794	ARGENTINERIS GROCER	104 LODER ST	HORNELL	NY	14843	1				(607)324-1560

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TEMPLATE TOTAL ACCOUNTS 24 TOTAL QUANTITY 24